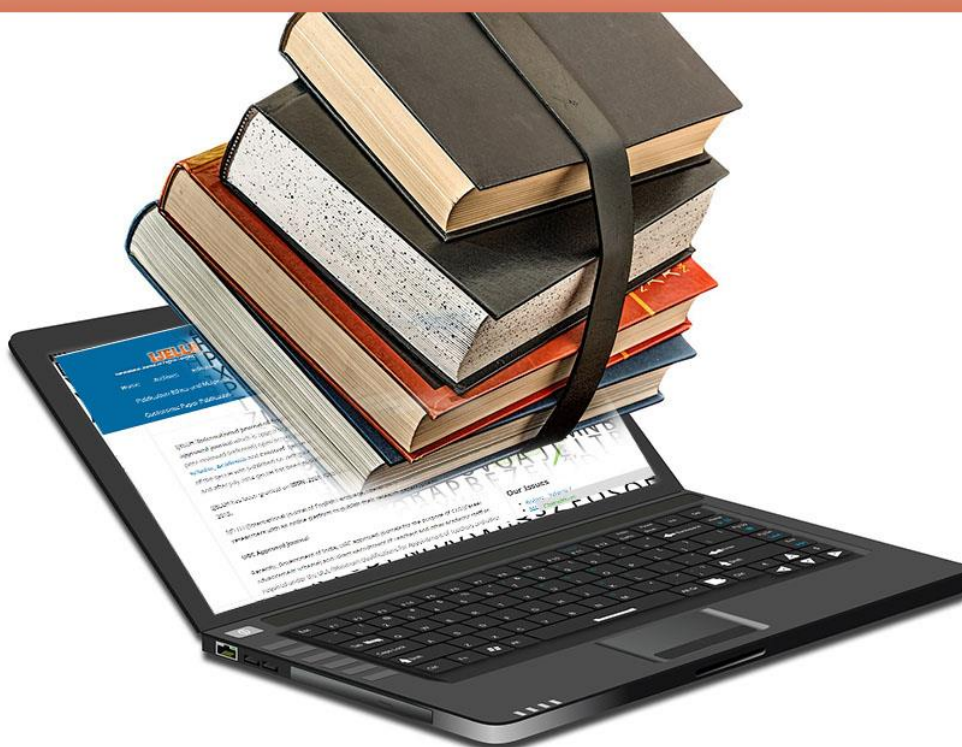


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### **A Review of Recent Research Related to the Influences on Film-induced Tourism**

#### **Abstract**

The success of the tourism industry is contingent on the travel decisions of tourists. One specific aspect of tourist decisions is their choice of destination. The notion of film-induced tourism has gained significance over the past few decades specifically for its contribution to selection of potential destinations for visitation by tourists. In general, film-induced tourism has been seen to increase not only due to the development of the entertainment industry but also increase in international travel. In fact, destination placement in a film has been submitted, from a tourism perspective, to be an authoritative method of product placement. Recognising the significance of film tourism, researchers have indicated that there are different influences on film tourism. Thus, this paper reviews recent literature related to the influences on film-induced tourism. Research articles, review articles, books, and journals published in 2013 or later were obtained from various electronic databases such as, Google Scholar, PubMed, Springer, and Elsevier, and scrutinised. The influence of personalities and places was scrutinised in particular, along with other influences. Overall, the study found evidence to confirm that personalities in films and television serials can influence the decision of

individuals to become tourists. Other celebrities or personalities who were found to influence tourism included pop stars, celebrity chefs, and even Popes. Also, it could be seen that the residents of a location could support or resist film tourism due to their response to development of the location. Furthermore, persons could undertake film-induced tourism due to their nostalgic associations of a place with a film. However, it appeared that some regions or countries, such as Korea, Taiwan, or European locations, seemed to receive greater empirical research attention in the film-induced tourism literature in contrast to other locations, such as India. Consequently, this study suggests that future researchers investigate the impacts of place, celebrities, nostalgia, and so on, in the context of Indian film or television celebrities and locations in India.

**Keywords:** film-induced tourism, influences, celebrity, destinations

### **Study Background**

The maintenance or enhancement of the performance of the tourism industry depends on the travel decisions of tourists, which are indicated in their travel activities (Van Vuuren & Slabbert, 2011). It has been pointed out that the choice of destination has constantly been a significant facet in tourism writings (Papatheodorou, 2006) and that travel decisions are impacted by several factors such as, culture, motivation to travel, capital, and past experiences, etc. (Ankomah, Crompton & Baker, 1996). Thus, it is evident that tourism depends on many facets and stimuli (Cooper & Hall, 2016). Also, the motivation to travel is an essential component of travel behaviour as the desire to visit the unnoticed and recognise the unfamiliar compels individuals to take a trip to different locations and inspires them to see new sights (Venkatesh, 2006).

A recently studied phenomenon with regard to decisions related to destination selection, is film tourism. Also known as film- or movie-induced tourism, film tourism can be defined as “*tourist visits to a destination or attraction as a result of the destination’s being featured on television, video, or the cinema screen*” (Hudson & Ritchie, 2006, p. 387). Film tourism across the globe is seen to be growing, encouraged by not only the evolution of the entertainment business but also the surge in international travel (Hudson & Ritchie, 2006). Considered, broadly, to fall under the aegis of cultural tourism (Hudson & Ritchie, 2006), research regarding film tourism

has experienced speedy progress (e.g., Bolan & Kearney, 2017; Lee & Bai, 2016; Rittichainuwat & Rattanaphinanchai, 2015). Destination marketers acknowledge the significance of film tourism for its value to sites that have been shown or captured on film (Yen & Croy, 2016). For instance, when a viewer experiences a destination through the medium of film, his/her curiosity is increased and he/she forms an image of the destination and acquires the purpose to see the destination captured on film (Lee & Bai, 2016; Wong & Lai, 2015).

Movies have been recognised to be not only a significant component of popular culture but also a formidable means to create and maintain attention concerning a destination in a manner that a marketing organisation cannot offer. Moreover, films have the capacity to provide immense publicity to a destination, at trifling or nil financial outlay from the destination (Macionis, 2007). Therefore, it is not surprising that Morgan and Pritchard (1998) submitted that positioning a destination in a film is the definitive activity in product placement from a tourism perspective.

Film-induced tourism has been defined by various researchers. Also, various terms have been used to refer to this concept such as media-induced tourism, movie-induced tourism, the media pilgrimage, etc. In its simplest context, Evans (1997) defined film-induced tourism as “*tourist visits to a destination or attraction as a result of the destination featured on the cinema screen, video or television.*” On the other hand, Beeton (2016) described film tourism as “*visitation to sites where movies and TV programmes have been filmed as well as to tours to production studios, including film-related theme parks*” (p. 11). That is, she used the term ‘film’ in the wider context of the filming process instead of the mode or location of delivery (e.g., at a cinema, on disk/DVD/video, on television, or a mobile device).

The intent of this paper is to review recent literature related to the influences on film-induced tourism. The steps followed in undertaking the review of literature are described first.

### **Review of Literature**

The current review of literature was undertaken by referring to recently published research articles, review articles, books, and journals as available in various electronic databases such as, Google Scholar, PubMed, Springer, and Elsevier. The information obtained from the scrutiny of the obtained sources was grouped and assessed to ascertain the different aspects of film-induced tourism addressed in each. Articles included in this review were related to the influences on film-based tourism. To ensure recentness of information, the review was limited to articles published in 2013 or later.

### **Influences on Film-Induced Tourism**

Researchers (e.g., Busby, Huang, & Jarman, 2013; Chen, 2018) have pointed out that the impacts of film tourism have been scrutinised from different perspectives. For example, the perspectives of visitors, the production team, construction of a brand, residents of a ‘film’ destination, film type or classification (e.g., horror, fantasy, romance, children’s, etc.), pop culture, government strategies and policies, and so on. In this paper, the influence of personalities and places are scrutinised along with other influences.

#### ***Personality-related influences***

The term celebrity involvement is used to describe “*the tendency to develop a heightened affection and attachment to a celebrity*” (Lee, Scott, & Kim, 2008, p. 813). Thus, in the context of tourism, it has been suggested that a person’s preoccupation or connection with a celebrity impacts his/her opinions of the destination symbolised by the celebrity (Lee et al., 2008). Accordingly, several studies have acknowledged the role of celebrity involvement in influencing the selection of a destination for tourism. For instance, Yen and Teng (2015) surveyed 382 tourists in Taiwan using an online survey and found that there is a positive relationship between the involvement of celebrities and tourists’ tourism-related plans. The study’s sample population was comprised of viewers of Korean films or television dramas.

In another study set in Taiwan, Chen (2018) also drew attention to the role played by the involvement of celebrities on a tourist’s partiality for a location. Chen used the term ‘purposeful film tourists’ to indicate tourists who purposefully travel to the site of a film or TV drama as part of their programme. Purposeful sampling was adopted to identify the participants most qualified to participate in the study. The principal criteria for participant selection were that the participants were viewers of Korean films or television dramas and that they had visited locations featured in Korean films. The data collected from 301 purposeful film tourists in Taiwan helped this study established that tourists’ attachment to a destination was positively related to the involvement of a celebrity. Wong and Lai (2015) also scrutinised the impact of celebrity attachment on the tourism-related behaviour intentions of tourists. They scrutinised data from 312 Taiwanese tourists and confirmed that celebrity attachment has a positive relationship to the behavioural intentions of tourists.

The influence of another kind of celebrities was studied by Lee, Busser, and Yang (2015) who scrutinised the impact of pop stars on their fans’ perceptions of destinations and connection with locations. The study’s findings indicated that a distinct role was played by independent

image formation agents (IFA) in creating destination perceptions and location connection. Similarly, Lee and Bai (2016) studied the influence of pop culture on influencing perceptions related to destinations. Using focus groups and interviews with fans from various nationalities of a Korean pop star (Ahn Jae-wook), the study submitted that pop culture independently offers a more robust and powerful impact on perceptions of destinations that had been earlier believed.

The influence of yet another kind of personality was investigated by Bagnoli and Capurro (2014). In their study, they investigated two tourism destinations of lesser religious significance in Italy namely, Sotto il Monte and Concesio. These two destinations are small towns located in the north of Italy and are the places of birth of Pope John XXIII and Pope Paul VI. Two primetime television series devoted to these two popes were broadcast in 2002 and 2008. Nevertheless, it was found that though the serials themselves had significant viewership, the impact from a tourism perspective was limited. In the case of Sotto il Monte, Bagnoli and Capurro (2014) submitted that this low impact was possibly due to the already existing popularity of the town and hence, the TV serial simply helped to sustain this popularity. On the other hand, Pope Paul's birthplace was not already a popular tourist destination and the TV serial did not help in increasing its popularity perhaps due to its non-usage of the actual place and its environment for the geographical background. Thus, this study drew attention to the fact that the impact of a TV serial on film-induced tourism was not always adequate to draw tourists to a certain destination. Instead, other human, economic, and organisational resources were required.

Busby and colleagues (2013) turned their attention to a television celebrity chef (Rick Stein) to investigate the impact of a personality on tourism. While this study confirmed that tourists' perceptions of a destination can be impacted by gastronomy, that is, the destination's image can be influenced by opinions of local cuisine, the celebrity chef can become synonymous with a location because of his/her presentation of the local cuisine. In other words, the name of a chef can become connected with both the place and the cuisine, giving him/her an iconic status. In such cases, gastronomy can be inferred to have developed a complementary association in the promotion of the location. Also, while the presence of the chef may motivate some visitors due to his/her popularity through the small screen, this cannot be treated as the typical form of film-induced tourism.



In his study, Pratt (2015) highlighted that sometimes personalities can have mixed effects on tourism. Drawing upon the instance of the 2006 movie Borat: Cultural Learnings of America for Make Benefit Glorious Nation of Kazakhstan, he observed that though the movie's depiction of Kazakhstan was unfavourable, it increased the country's visibility as a destination for tourists. In fact, a 6.4% increase was seen in the expenditure by international tourists in the country. Nevertheless, the growth in tourism was accompanied by an overall negative impact on the rest of the economy which eclipsed the constructive advantages of tourism.

### ***Place-related influences***

In the context of destinations of film tourism, Kim, Kim, and Oh (2017) attempted to recognise the association between destination attachment, and perceptions of residents to the effect of tourism and their perceptions with regard to tourism developments. That is, they tried to assess if the involvement of local communities and their support for destinations for film tourism has any impact on the effectiveness and maintainability of film tourism as submitted by prior research. Accordingly, Kim and colleagues (2017) surveyed members of local communities in seven illustrative towns used in the production of film/TV dramas. They found that the beliefs of the local communities regarding the development of their locality by means of the building of production towns had a significant and positive impact on encouraging film tourism. A similar relationship was found with the residents' attachment to their communities and their support for encouraging film tourism.

Mendes, Vareiro, and Ferreira (2017) also scrutinised the opinions of residents of film-related tourism destinations since film-induced tourism has numerous socio-cultural, financial, and ecological effects on destinations. Moreover, considering the opinions of the residents with regard to their understanding of impacts due to tourism development of their localities could facilitate planning and advancement of tourism. Therefore, Mendes and colleagues (2016) explored the perceptions of residents concerning film-induced tourism and the effects of film shooting on a destination's development. In particular, their study scrutinised two municipalities in Portugal namely, Arcos de Valdevez and Estremoz, which appear in two popular television programmes. Data were collected using an Internet survey wherein the perceptions of residents were requested. The residents were employed in either tourism-related activities or other sectors. In general, the residents agreed that the municipality benefited from the filming and exhibition of the TV programmes and moreover, this activity promoted a greater quantity of tourists. Further, this indicated that the residents would support the filming

of other TV programmes in their municipalities. However, while there were significant positive impacts such as, the beauty of the respective municipalities were increased due to the film shooting activities, negative impacts were also recognised such as, increase in price of consumer goods and services, traffic congestion and associated challenges.

Tessitore, Pandelaere, and Van Kerckhove (2014) submitted that a location's importance in reality television could impact the image of the destination and the travel intentions of people to that place. Taking the example of India, they explored destination placement in reality television. For instance, they highlighted that an adventurous location such as India could be positioned as a challenging setting in a programme like *The Amazing Race* which is an adventure travel programme. Hence, a daring traveller who is likely to watch *The Amazing Race* is likely to regard India as a probably, exciting travel location. Moreover, adding the name of the place to the programme title (e.g., *The Amazing Race To India*) could draw audiences who are interested in traveling to the location, even if they are not really interested in the programme's content. Tessitore and colleagues (2014) found support for four hypotheses related to contact with a location in a reality programme. That is, such contact would 1) modify the opinions of people regarding that location to match with the show depicts; 2) enhance the awareness of people regarding the destination; 3) make people view the destination more favourably; and 4) increase the intention of people to travel to that location.

Khader (2017) attempted to identify Indian films which have played a significant role in developing new tourist destinations. Bollywood films identified in this regard were 'Refugee' which drew attention to the Great Rann of Kutch; 'Border' which highlighted the Tanot Mata Temple in the Thar Desert; 'Dil Se', 'Heroes', '3 Idiots', 'Shakti', 'Jab Tak Hai Jaan', and others which drew attention to the Pangong Lake in the Ladakh region; and 'Koyla' which depicted Tawang in Arunachal Pradesh. This study also drew attention to the impacts of Kannada films and some Bollywood films (e.g., 'Raavan', 'Saat Khoon Maaf', 'Nishabd') in popularising Coorg. Malayalam films were also recognised for promoting destinations in Kerala (e.g., Wayanad, Thekkady, Munnar, etc.). Other Indian regions which have drawn tourists due to films include Bishnupur (terracotta temples), Purulia and Bakura, which have been seen in various Bengali, Bhojpuri, and Oriya films. Similarly, Indian films have promoted hill stations (e.g., Gulmarg, Srinagar, Manali, Dalhousie, Shimla, Nainital, Ooty, Darjeeling, etc.), beaches, scuba diving spots, parasailing spots, trekking locations, and other adventure spots (e.g., Corbett National Park). However, it was seen that these findings were based on



secondary data such as, travel and tourism magazines, newspapers, film magazines, and journals.

### *Other influences*

Some scholars scrutinised other influences on film-induced tourism. For instance Kim and Kim (2018) tried to identify the part played by nostalgia in film tourism. They studied the development of selected merchandise and activities related to film tourism for probable film tourists of Korean origin holidaying at the filming sites of older (1970s to late 1990s) Hong Kong films. The outcomes indicated that from the perspective of film tourism, the notion of nostalgia has several facets and comprises five recognised areas. Three of these areas namely, “reminiscence of mimicking”, “memory of film backdrops”, and “memory of Hong Kong history and culture” were found to extremely important in clarifying knowledge of film destinations and the aim to participate in nostalgia-driven film tourism. Another noteworthy finding of this study was that persons with a high level of film nostalgia and those with a low level of film nostalgia differed not only in their socio-demographic profiles but also in their tour packages or selected activities. The outcomes of this study were anticipated to be useful for marketers of film destinations to create novel programmes or products for nostalgic film tourists and to fulfil their experiences at the location.

Similarly, a prior study by Kim, Kim, and Petrick (2017) studied the role of nostalgia on film-induced tourism by scrutinising the participation, awareness, and intention to behave of probable film tourists. They collected data from 610 participants using qualitative and quantitative methods in order to explain the part played by nostalgia. Four domains of nostalgia were recognised by the study: “memory of envying advanced society,” “reminiscence of mimicking and desire to buy brand products,” “memory of film backdrops and contents,” and “memory of Hong Kong history and culture.” The study found that all the four domains robustly predicted psychological involvement of the participants. That is, the participants’ tendency to undertake tourism activities was strongly influenced by their nostalgic reminiscences of prior film viewing experiences.

Rittichainuwat and Rattanaphinanchai (2015) attempted to describe the motivation to travel with regard to holidaying at a film-induced tourist spot. They scrutinised three types of film tourists: “serendipitous,” “specific,” and “general.” Moreover, they assessed the theory that film tourism is a supplementary activity. In other words, the hypothesis that film tourism is generally not the main or solitary purpose of the tourists visiting a film destination. The

information gathered from the 1852 participants of the study using mixed methods revealed that serendipitous film tourists were the most common. Serendipitous tourists are tourists “who just happen to be in a destination portrayed in a film. Their presence is not related to film or media portrayal, and they may or may not participate in film tourism activities” (Macionis, 2004, p. 87). Moreover, serendipitous tourists were found to be of three kinds namely, “incidental,” “disinterested,” and “sightseeing.” Rittichainuwat and Rattanaphinanchai (2015) also concluded that while awareness of a destination is created by a popular film among the different kinds of film tourists, most specific film tourists are motivated by their favourite film, rather than merely a popular film, to proceed on a pilgrimage film trip.

Taking Indian viewers into consideration, Josiam, Spears, Pookulangara, Dutta, Kinley, and Duncan (2015) investigated the impact of Bollywood movies on destination perceptions, tourist undertakings, and buying behaviours. Using a survey, this study obtained information from 600 participants in New Delhi, India and found that interest in Bollywood movies had a favourable effect on both self-indulgent (hedonic) and practical (utilitarian) participation factors. Moreover, awareness of destinations was positively impacted by practical participation. Additionally, while awareness of a destination had a favourable effect on tourist activity it did not influence consumption behaviours at a place. This study drew attention to the paucity of research related to the impact of Bollywood films on motivation to travel.

## **Conclusion**

The purpose of this paper to review existing literature related to the influences on film-induced tourism. Accordingly, recent literature published after 2013 was scrutinised and studies related to the influence of personalities and places were selected for review along with other influences. The research related to the influence of personalities revealed that it is an accepted conclusion that personalities can impact the decision of individuals to undertake tourism-related activities. Interestingly, there was significant scrutiny into the influence of celebrities seen in Korean films or television dramas in countries outside Korea such as, Taiwan. Similarly, old Hong Kong films were found to contribute to film-induced tourism due to the nostalgia associated with them. Apart from film celebrities, other celebrities such as pop stars and celebrity chefs also contributed to influencing persons to visit specific locations. Interestingly, religious television serials could also contribute to film-induced tourism although the popularity of these places could not be attributed solely to the programmes but perhaps to the real-life popularity of the portrayed persons, in this case two Popes. In contrast, it could be seen that some portrayals on screen could have a negative impact as in the case of Borat.

In the context of place-related influences, the role of the local community was recognised by research as the perceptions of the community could lead to their supporting or resisting the development of a film location. From another perspective, it was found that a reality programme on television could impact people's perceptions of a destination and thus influence their decision to visit it.

Overall, it was evident that there is considerable research related to film-induced tourism and the various aspects that influence this area. Also, there seemed to be significant research activity related to Asia, particularly in Korea and Taiwan, and in European locations. However, it could be seen that there was limited empirical scrutiny of film (or television) locations or celebrities in the context of India in the recent past. This was surprising given the many beautiful locations in India and also the multitude of influential media (film and television) celebrities in the country. Consequently, it is evident that there is plentiful opportunity for future researchers to investigate the impacts of place, celebrities, and so on, considering Indian film or television celebrities and Indian locations.

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